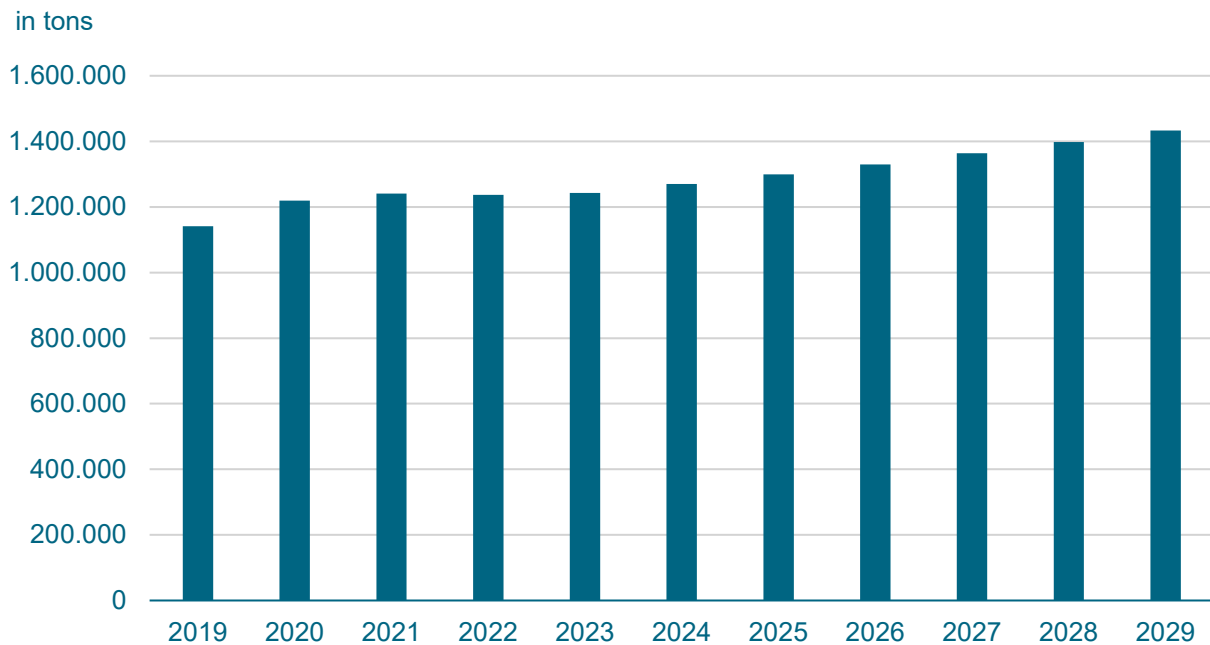


## Factsheet Toilet Care

Datum: 5.6.2025

### Global sales Toilet Care, in tons



Source: Euromonitor International 2025, VDMA

### Global sales Toilet Care, by regions, in tons, sorted by 2029

|                        | 2019      | 2024      | 2025      | 2029      | Period Growth<br>2024-2029 in % |
|------------------------|-----------|-----------|-----------|-----------|---------------------------------|
| <b>World</b>           | 1.141.307 | 1.269.986 | 1.299.042 | 1.433.280 | 12,9                            |
| Asia Pacific           | 361.284   | 488.652   | 510.389   | 600.489   | 22,9                            |
| Western Europe         | 398.783   | 374.480   | 373.623   | 378.939   | 1,2                             |
| Middle East and Africa | 118.981   | 142.763   | 148.477   | 176.091   | 23,3                            |
| North America          | 124.200   | 124.935   | 125.038   | 126.551   | 1,3                             |
| Eastern Europe         | 98.124    | 96.134    | 97.340    | 101.011   | 5,1                             |
| Latin America          | 24.894    | 25.977    | 26.455    | 28.625    | 10,2                            |
| Australasia            | 15.042    | 17.045    | 17.720    | 21.575    | 26,6                            |

Source: Euromonitor International 2025, VDMA

## Top 30 markets for Toilet Care in tons, sorted by 2029

|    | Country        | 2019    | 2024    | 2025    | 2029    | Period Growth<br>2024-2029 in % |
|----|----------------|---------|---------|---------|---------|---------------------------------|
| 1  | China          | 128.454 | 171.828 | 175.771 | 191.712 | 11,6                            |
| 2  | India          | 97.225  | 137.232 | 145.882 | 183.748 | 33,9                            |
| 3  | United Kingdom | 130.820 | 120.898 | 119.799 | 120.114 | -0,6                            |
| 4  | USA            | 114.728 | 115.608 | 115.737 | 117.224 | 1,4                             |
| 5  | Iran           | 61.461  | 76.230  | 79.577  | 93.563  | 22,7                            |
| 6  | Germany        | 88.552  | 75.546  | 74.448  | 74.515  | -1,4                            |
| 7  | France         | 65.435  | 61.504  | 61.326  | 62.803  | 2,1                             |
| 8  | Vietnam        | 30.522  | 46.961  | 49.218  | 57.181  | 21,8                            |
| 9  | Poland         | 37.277  | 38.075  | 38.542  | 42.003  | 10,3                            |
| 10 | Japan          | 29.433  | 31.931  | 32.860  | 35.134  | 10,0                            |
| 11 | Spain          | 21.368  | 23.923  | 25.606  | 29.660  | 24,0                            |
| 12 | Italy          | 31.270  | 30.427  | 30.153  | 28.473  | -6,4                            |
| 13 | Indonesia      | 12.177  | 17.870  | 19.165  | 25.973  | 45,3                            |
| 14 | Bangladesh     | 11.250  | 16.240  | 17.499  | 22.693  | 39,7                            |
| 15 | Pakistan       | 12.292  | 15.689  | 16.907  | 22.211  | 41,6                            |
| 16 | Australia      | 12.454  | 13.964  | 14.542  | 18.012  | 29,0                            |
| 17 | Israel         | 12.901  | 15.153  | 15.601  | 18.004  | 18,8                            |
| 18 | Russia         | 20.600  | 17.817  | 18.007  | 16.080  | -9,8                            |
| 19 | Netherlands    | 14.711  | 15.249  | 14.999  | 14.578  | -4,4                            |
| 20 | Belgium        | 12.144  | 11.520  | 11.527  | 11.423  | -0,8                            |
| 21 | Philippines    | 6.362   | 7.726   | 8.081   | 10.147  | 31,3                            |
| 22 | Sri Lanka      | 5.452   | 7.232   | 7.882   | 9.903   | 36,9                            |
| 23 | South Africa   | 7.851   | 9.099   | 9.294   | 9.718   | 6,8                             |
| 24 | Canada         | 9.472   | 9.327   | 9.302   | 9.327   | 0,0                             |
| 25 | Brazil         | 6.816   | 7.842   | 8.009   | 9.236   | 17,8                            |
| 26 | Austria        | 7.865   | 8.400   | 8.458   | 9.201   | 9,5                             |
| 27 | Morocco        | 2.753   | 4.609   | 4.964   | 7.685   | 66,8                            |
| 28 | Romania        | 5.441   | 6.603   | 6.869   | 7.572   | 14,7                            |
| 29 | Kazakhstan     | 4.721   | 6.212   | 6.454   | 7.547   | 21,5                            |
| 30 | Ukraine        | 8.294   | 6.316   | 6.476   | 6.782   | 7,4                             |

Source: Euromonitor International 2025, VDMA

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